

Raising the Standard in Material Handling since 1979.

495 Prince Charles Dr S, Welland



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[www.liftline.ca](http://www.liftline.ca)



### August Rush

As August rushes in we realize that summer is half over and many of our plans have yet to be completed. Whether they include jobs around the house, outings with family/friends or just stopping to smell the flowers, there is still time to get it all done.

Niagara is full of activity and has so much to offer. Need ideas on how to spend your down time? Here are a few: Check out a local winery or brewery, explore the lakes and trails, visit animals at zoos or farms, catch an outdoor movie or concert, go camping or glamping, have a picnic at a local park.

Be sure to enjoy the moment, no matter how you choose to spend it!

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## PACKING & SHIPPING SUPPLIES



**Box Sealing Tape 2" x 328'**

PF232 \$2.70 each

\*Must buy in packs of 6



**Bubble Wrap 12" x 175'**

PE075 \$45.70 each



**Boxes and Mailing Tubes**

\*Various sizes available



**Stretch Wrap 18" x 1500'**

PF722 \$26.90 each

\*80 gauge shown, various sizes available



**Tape Dispenser - for 2" tape**

PE321 \$19.15 each

It's always a good time to stock up on packing and shipping supplies! We can provide a variety of materials to suit your needs: Dessicants, Ropes/Twine, Envelopes, Labels, Twist ties/Rubber bands, Bags and more!

Check out our website for more information or contact us to discuss your needs.

**FOR SALE**

**Jitney Econolift Power Pallet Truck**

**\$3800**

Lift capacity 3300lbs - Onboard charger - Multi-function control handle  
Battery level indicator - Turtle speed control function

Suitable for: Warehouse, Storage Facilities, Frozen Food Storage, Logistics, Retail Outlets, and more!



# SHOUT OUT TO...

## Post Consumer Brands

The Post Cereals tradition dates back to 1895, when C.W. Post made his first batch of "Postum," a cereal beverage. Since then, Post has followed a path of delicious innovation, creating cereals that have defined the breakfast experience for generations of families. Post Foods and MOM Brands came together in 2015 to form Post Consumer Brands. Together, we now have an even stronger foundation for inspiring, collaborating and growing. The things we've always done best.

Our Shreddies brand, made proudly in Niagara Falls, Ontario, has been helping Canadians start their morning with the genuine goodness of 100% whole wheat for over 75 years.

Ours is a culture of shared opportunity. We succeed when we work as one. We stress humility. We believe our work is better when our lives outside of work are better. We make fierce intelligence and uncompromising humanity two sides of one business strategy. It's a values-driven culture that we describe as freedom within a framework. We couldn't be as successful any other way.

Our values include: Put safety first, Be bold, Win as one, Act like an owner, Do right and Bring joy.

We use a variety of equipment, including lift tables, hoists and racking at our location. Lift Line is resourceful and helpful when we need to upgrade or add to our equipment. Their Sales Reps are friendly and knowledgeable, which makes the process of purchasing much easier.

Check out our website for recipes, Q &A, brands and more!

[www.postconsumerbrands.ca](http://www.postconsumerbrands.ca)



## Schenck Farms & Greenhouses Co.

Schenck Farms and Greenhouses Co. has consistently remained a key contributor to the floral industry and St. Catharines since Louis Schenck established it in 1891. Louis began growing and packaging fruits and vegetables earning the status from his unique labelling: "...equaled by few and surpassed by none." In the late 1920s, the farm gradually shifted away from vegetable production to developing exceptional floral products.

Schenck Farms & Greenhouses remains a family business, passed down from a generation of pride & experience. The first greenhouses were erected in 1920, replacing several hothouses. Today, the site is populated with an impressive cluster of greenhouses. It holds 410,000 square feet of greenhouse space growing Begonias, Kalanchoes, Geranium cuttings and a variety of floral products.

Schenck Farms' reputation has carried over, through five generations. Our team will continue to offer a variety of plants, to inspire a beautiful and healthy life, both in and outside of your home. We strive to continue to grow and deliver great products, that are "equaled by few and surpassed by none."

When we had trouble with our forklift, we called Lift Line for help. Their service department responded quickly and fixed our truck's issues. When contemplating if we should get an additional truck, their sales team was available to discuss our options, including the pros and cons of renting vs buying.

[www.schenckfarms.com](http://www.schenckfarms.com)



## DID YOU KNOW??



The Clark Trutractor



A modified Clark Duat -  
the first internal combustion forklift

The period between World War I and II marked the transition from platform-based industrial trucks to forklifts.

First, Eugene Clark at Clark Material Handling Company in Kentucky developed the first seated counterbalanced lift truck in 1917 called the “Trutractor.”

Although often referred to today as the first forklift, it actually did not have forks. As Clark was dealing with heavy truck axles at the time, the Trutractor was initially developed for movement within his plant.

But soon, visitors to their plant began requesting variations of the model for their own use.

And in about two years, Clark started to export to foreign markets.

Around this time, there was also demand for a way to stack materials on top of one another.

The reason was that warehouses were eager to fit more material in less space, which allowed them to save money.

This led to Yale inventing the first electric truck with forks and a mast in 1923.

In terms of design, it resembled modern-day forklifts.

And as such, it could properly be considered the first forklift.

A year later in 1924, Clark contributed another major advancement in forklift technology.

This was the Duat tractor, which became the first internal combustion forklift.

<https://www.conger.com/forklift-history/#:-:text=First%2C%20Eugene%20Clark%20at%20Clark,actually%20did%20not%20have%20forks>

## 44 years ago Lift Line Machinery Ltd. began with the following Customer Bill of Rights :

*Our Customers Have the Right to Expect:*

- timely service as viewed from their perspective;
- service at a reasonable expense;
- courtesy, respect and empathy regardless of the situation;
- us to listen so as to understand their problems;
- communicate clearly and concisely with them;
- us to fix it right the first time and provide zero defects;
- expect all of our people to be qualified;
- us to be dedicated to go the extra mile;
- personalized service that addresses their specific needs;
- cleanliness in whatever our service for them might be.

**We have stuck to this Customer Bill of Rights every day since 1979!**